

IDENTITY: SIGNAGE

New York University's visual identity extends to external signage and way-finding tools, including flags, banners, entrance signs, and temporary informational communications.

GUIDELINES

All signs and their placement on buildings is to be approved by Strategic Assessment, Planning, and Design (SAPD). For questions, email SAPD@nyu.edu.

Banner artwork for any department receiving approval will be designed by the Visual Identity Director. Please send your request to urpa.styleguide@nyu.edu.

Banner and Entrance Sign

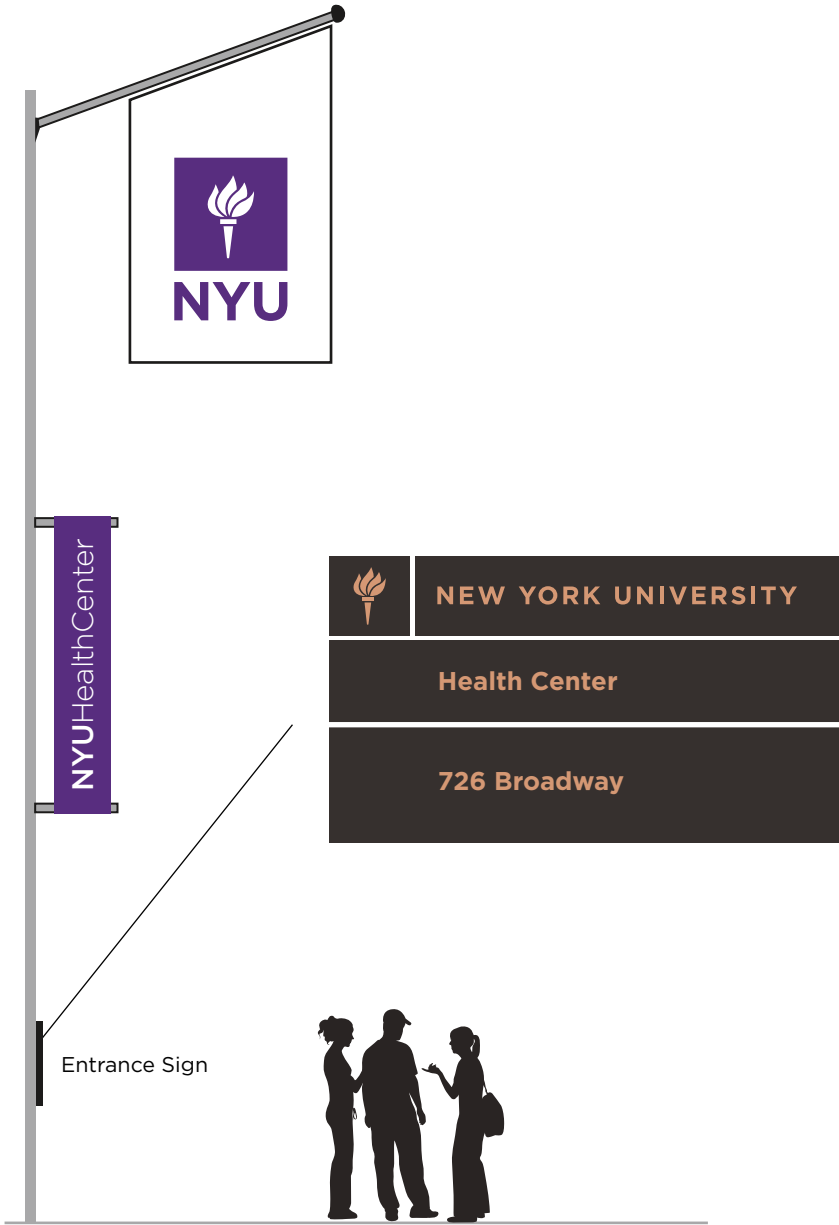
The flags, banners, and way-finding plaques work together as a kit to effectively and professionally communicate NYU's visual identity.

White Vinyl Applied to Glass

Entrance signs can be produced as either metal plaques or as white vinyl on glass. Vinyl is recommended on storefronts or any buildings with large expanses of glass. Metal plaques are recommended on masonry buildings, particularly where the entrance doors are recessed from the sidewalk.

For more information, please email urpa.styleguide@nyu.edu.

FLAG, BANNER, AND ENTRANCE SIGN



WHITE VINYL APPLIED TO GLASS

